

## **Commission Resolution and Recognition of Achievement**

### **BRIEFING PAPER**

Prepared for the  
May 2004 Commission Meeting

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### **PURPOSE:**

Upon the retirement of John Shadoff, WSDOT's (and one of Washington's) premier Transportation Demand Management (TDM) experts, the department and the commission express appreciation and honor John's contributions.

### **ACTION/OUTCOME:**

Recognition.

### **BACKGROUND:**

John Shadoff, manager of the Transportation Demand Management (TDM) Resource Center has worked for 25 years to expand and improve travel options for Puget Sound region commuters.

TDM is a variety of strategies designed to increase the people-moving capacity and efficiency of our transportation system. The strategies include ridesharing, incentives for use of HOV modes, and vanpooling. These demand-side measures are the complement to WSDOT's HOV system, which includes Park & Ride lots and HOV lanes.

Highlights of John's career include:

### **While with METRO:**

- John one of the founders of the vanpool program at King County Metro, now the largest public vanpool program in the country,
- John was a key player in the development of employer transportation partnerships. Long pre-dating the CTR law and its impetus for employer participation in transportation.

- Supervised BusPool, the first subscription bus program of its kind in the region. For four years, Commuter Pool privately contracted for three coaches and drivers, and managed the operations of this successful round-trip HOV service. BusPool carried commuters originating in the Tacoma area to Seattle CBD, and subsequently was used as the model for Metro's on-going Custom Bus program.
- Supervised both developmental aspects and operations of the first multi-user computer Ridematch system in the Northwest. Commuter Pool has the distinction of owning and operating the first multi-user, non-mainframe computer in Washington. This was a precursor of today's networked office systems.

#### **While with WSDOT**

- Created the Transportation Demand Management Resource Center, specializing in research and planning to increase HOV use and transportation efficiency,
- Sponsored the initial work in the state on car-sharing that led to formation of FlexCar,
- Brought vanpooling to the attention of planners and elected officials, and supported program operators by highlighting the success and potential of vanpools. John's accomplished this via his sponsorship and involvement with two vanpool market studies and the vanpool 20<sup>th</sup> Vanniversary celebrated Fall, 1999,
- Managed vanpool research that pioneered new ways to analyze the market and identified new opportunities to further stimulate demand,
- Managed development of the TDM component of the I-405 corridor program, probably the most comprehensive corridor TDM plan in the county
- Focused WSDOT and regional attention on TDM and the importance of using demand-side strategies in planning transportation investments.

John has received numerous awards over the years, most recently he received the Association for Commuter Transportation's (ACT) national leadership award in recognition of his work on the SR 520 and I-405 plans. Other awards from ACT include the 1995 Merit Award - Do it Yourself Vanpool; and the 1996 Leadership Award

The TDM Resource Center at WSDOT, and several TDM staff positions are funded largely through federal and state grants. John's exceptional resourcefulness at finding and securing grant funding has sustained WSDOT's TDM efforts in the Puget Sound region and contributed greatly to the region's success in advancing HOV modes.

John's contributions reach far beyond WSDOT. His work has benefited citizens and many organizations including King County METRO, the Washington State Ridesharing Organization (WSRO) Commuter Challenge, and the Association for Commuter Transportation to name just a few.

**DISCUSSION:**

John Shadoff is retiring effective June 1<sup>st</sup> and the Washington State Transportation Commission and the Washington Department of Transportation would like to take this opportunity to honor John's efforts during the May Commission meeting.

- Transportation Commission presents resolution
- Agency executives and peers acknowledge contributions, brief remarks
- Possibly, attending external organizations and TDM groups provide brief remarks and or certificates

**RECOMMENDATION:**

None

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